



# SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

**Position: Coordinator, Communications and Marketing**

**Location: Washington, DC**

**Supervisor: VP, Communications**

**Status: Full-time, not exempt from overtime**

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## **OVERVIEW**

SFI® Inc. is a sustainability leader that stands for future forests. We are an independent, non-profit organization that provides supply chain assurances, produces conservation outcomes, and supports education and community engagement.

SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous peoples, governments, and universities. SFI standards and on-product labels help consumers make responsible purchasing decisions. Additionally, we oversee the SFI Forest Partners® Program, which aims to increase the source of certified forest products, the SFI Conservation and Community Partnerships Grant Program, which funds research and community building, and Project Learning Tree®, which develops students' appreciation for and knowledge of the environment. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally. SFI believes caring for forests improves everyone's quality of life.

The Communications and Marketing Coordinator supports communications needs for SFI broadly and the PLT program specifically, including social media, websites, newsletters, tradeshow, publications, and special projects. Reporting to the VP of Communications, the Coordinator works closely with the Director, PLT Communications and Marketing, and other members of the communications team.

## **ESSENTIAL JOB FUNCTIONS**

### **Support Project Learning Tree (PLT) communications** (*Approx. 50% of time*)

- Maintain PLT's editorial content calendar.
- Manage PLT's social media (Twitter, Facebook, Pinterest and YouTube). Create and curate content for social platforms in order to build relationships with the PLT community and with key influencers. Monitor analytics and compile quarterly metrics to determine effectiveness of outreach.
- Manage PLT websites including its e-commerce sites. Implement SEO, cross-domain tracking, and report website traffic using Google Analytics.
- Support production of newsletters and e-blasts, including collecting and writing content, sourcing images, editing, formatting, and distribution. Update and maintain mailing lists, implement A/B testing and marketing automation.
- Coordinate the printing of PLT's curriculum guides.
- Coordinate production and distribution of PLT marketing materials and promotional items.
- Support staff in providing training for PLT network in communications tools and strategies. Help create marketing templates and toolkits.
- Support PLT's marketing and advertising campaigns, including monitoring and optimizing Google AdWords and ads on Facebook and Pinterest, and cross-promotions with national partners.

### **Support broad SFI communications** (*Approx. 50% of time*)

- Manage monthly communications calendar and track deadlines
- Distribute press releases using Meltwater media database and email newsletters using Constant Contact or similar program
- Support issue and stakeholder research and media outreach
- Manage annual progress report distribution and holiday card ordering/distribution.
- Support tradeshow strategy and promotional activities
- Support other communications and marketing projects as needed, with a focus on creating content across SFI's four pillars of work and elevating SFI as a leading sustainability organization

An active Equal Employment Opportunity Employer M/F/D/V,  
SFI Inc. welcomes men and women regardless of race, color, national origin, religion, age, sex or disability.

A job description is a general description of the function and major duties of a job. It may not specify all duties, tasks, and assignments associated with a job. It is not intended to limit or in any way modify the right of management to direct, assign, and control the work of employees in a unit. Accuracy, attention to detail, ability to work effectively in a team environment, and ability to work in an atmosphere of multiple projects and shifting priorities are requirements of all jobs at the Sustainable Forestry Initiative, Inc. Additional job related qualifications may be specified for some openings. Job descriptions are subject to periodic review.

## **QUALIFICATIONS**

- B.A./B.S. degree with demonstrated experience in marketing, communications, writing or related field.
- At least two years of relevant work experience. Experience at a public relations or communications firm or dynamic NGO highly valued.
- Prior experience with email marketing platforms. Specific experience with ConstantContact, RegOnline, ECWID, and PayPal desired.
- Experience managing social media for an organization.
- Experience working with media a plus
- A positive attitude and high energy—a person who sees solutions rather than problems and enjoys working cooperatively in a team environment
- Active curiosity and engagement in ongoing learning—having and seeking depth of content knowledge and understanding
- Ability to manage multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience, and a drive for results
- Attention to detail and commitment to process, with strong organizational skills
- An aptitude for technology, including working knowledge of Microsoft Office.
- Superior written and verbal communication skills
- Interest in nonprofit management, natural resources, sustainability, or environmental education a plus.
- Ability to travel in the US and Canada, up to 5%

## **HOW TO APPLY**

To apply for this position, email a resume and cover letter to the attention of Nadine Block, Chief Operating Officer, at [Jobs@sfiprogram.org](mailto:Jobs@sfiprogram.org). Subject line should say "Application: Coordinator, Communications and Marketing". Applications will be accepted until the position is filled.

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